

# Attachment A: Innovator Facility Matrix

## Universal Symbols in Health Care



Facility:	Woman & Infants Hospital	International Community Health Services (ICHS)	Children’s Mercy Hospital	Grady Memorial Hospital
<b>Facility Description:</b>	A facility for neonatal and pediatric care, Woman and Infants Hospital is a building that is part of a large healthcare campus. The facility is undergoing an extensive renovation with a large new addition expanding facilities and public space.	With two clinics serving over 16,000 patients yearly, ICHS services include medical, dental, behavioral health, Chinese medicine, and pharmacy. The vast majority of patients are LEP, with the most common languages being Cantonese and Vietnamese.	This large medical campus, anchoring a system that includes 21 clinics, offers diverse pediatric services including in-patient care, outpatient care, diagnostic testing, and research. 7-10% of all patients are Spanish-speaking, with other LEP populations are diverse and on the rise.	One of the ten largest hospitals in the country, most of this facility is located in one 22-story, 1.8-million-square-foot building. Twelve percent of all visitors are LEP. Over 90% of these are Spanish-speaking. Because Grady has been operating for nearly 100 years, there are many legacy wayfinding systems.
<b>Stakeholders:</b>	An extensive team led by a wayfinding consultant working with the medical system coordinating the work of marketing staff, the facilities department and internal sign fabricators.	A tiny staff with one planner and one facilities manager handles all sign planning issues.	A team led by Facilities with the Department of Pediatrics and the ER. They will provide input and review all signage for the project.	A leadership team led by a 3-person facilities manager group in partnership with an interpreter department reporting to a senior executive group.
<b>Mission Statement:</b>	To improve patient safety and satisfaction with the wayfinding system. The wayfinding system is meant to expand and improve on an existing symbol-based system installed a year earlier and be a model for future expansion into the health system.	To develop a simple, easy to install system that could be implemented by a small staff on a small budget. The sign system would be replicated in other facilities as they were added to the system. The system would also need to provide a great deal of visitor support for the large number of retail level customers.	Improve wayfinding for all patients (especially the non-English speaking patients) at Children’s Mercy Hospital starting in the new ER Project. The key elements involved in the project will be interior signs, architectural landmarks, building identification elements and printed maps.	To ensure efficient signage is available to allow people from different cultural and linguistic backgrounds to locate their desired destinations with the fewest number of decision points, and; <ul style="list-style-type: none"> <li>To create coherent, consistent and easily maintained signage system-wide that can be expanded to the rest of health system facilities throughout our service area.</li> </ul>
<b>Destination Hierarchy:</b>	<ul style="list-style-type: none"> <li>• Building identification</li> <li>• Three main wings of the facility</li> <li>• Primary healthcare destinations</li> <li>• Secondary destinations</li> <li>• Room numbers</li> </ul>	<ul style="list-style-type: none"> <li>• Building identification</li> <li>• Primary healthcare destinations</li> </ul>	<ul style="list-style-type: none"> <li>• Building identification</li> <li>• Zones</li> <li>• Primary healthcare destinations and support destinations</li> <li>• Room numbers</li> </ul>	<ul style="list-style-type: none"> <li>• Building identification</li> <li>• Four main building sections</li> <li>• Elevator cores</li> <li>• Primary destinations</li> <li>• Support destinations and room numbers</li> </ul>
<b>Designer Strategy:</b>	An owner’s representative working with a designer who is also updating guidelines for other facilities in the health system.	Facilities planner working with a sign consultant, managing a set of simple sign guidelines.	Selection of a firm with a contract for ongoing design services at the hospital including wayfinding, public art and branded interiors. Use of internal sign shop to make signs.	A modular design, fabrication and installation firm was hired to implement and adapt existing sign guidelines around health care symbols.

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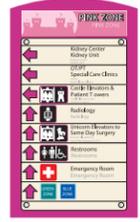
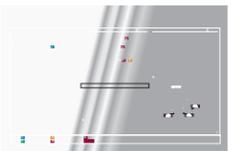


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<b>Pre-Design Recommendations:</b>	<ul style="list-style-type: none"> <li>• Increase size and improve locations of existing symbol based sign system.</li> <li>• Improve color contrast of sign system.</li> <li>• Increase prominence of identity for new wings of the facility.</li> <li>• Large signs near main help desk, initial point of contact.</li> </ul>	<ul style="list-style-type: none"> <li>• The system must be very simple and easy to design and install.</li> <li>• Each space is unique and needs a branded identity.</li> <li>• There is no help desk so a large opening directory sign is important.</li> <li>• Signs must have very little information to cut through the clutter of information signs in the facility.</li> </ul>	<ul style="list-style-type: none"> <li>• Since the main entry is through the parking garage wayfinding must be oriented throughout the facility and not from the front entrance.</li> <li>• Since a large number of symbols are being used, the use of existing zone hierarchies is important in the system</li> <li>• Is important to reinforce destination names with large symbols at the beginning of each zone.</li> </ul>	<ul style="list-style-type: none"> <li>• Make the system easily visible at key entrance points to minimize staff assistance.</li> <li>• Ensure consistency in the zone based system, linking it to the elevator banks, maps and destinations</li> <li>• Increase the size and visibility of signs</li> <li>• Develop a system that can be easily maintained by the facilities staff and the outside modular sign firm.</li> </ul>
<b>Symbol Strategy:</b>	Build health care and support symbols around the three main sections of the hospital. System built around the central help desk.	Small palette of symbols used multiple times to define and identify the sections of the clinic.	Large palette of symbols for each hospital zone. All symbols treated equally and consistently on signs.	Color coded system built around four zones and elevator cores with symbols being used primarily on directory signs at the entrance, elevators and floors.
<b>Design Concept:</b>	Large directory/wayfinding signs oriented around the three main section identities and followed up with symbol oriented directional and identification signs in each section.	One standard size wall mounted sign module used of all interior wayfinding elements. Multiple identification sign types integrated into the interior spaces.	One main directory/ wayfinding and one ceiling wayfinding sign used at all major decision points and serving all destinations equally. Multiple identification signs used at destinations.	Entrance maps directories oriented to the four zones directing to elevators. Symbol oriented directional signs at the elevators and on each floor landing.

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<b>Design Component Parts:</b>	<p>Directory</p>  <p>Pavilion Identity</p>  <p>Wayfinding</p>  <p>Identification</p> 	<p>Wall Directory/Wayfinding</p>  <p>Wayfinding</p>  <p>Identification</p>  	<p>Wall Directory/Wayfinding</p>  <p>Wayfinding</p>  <p>Identification</p>  <p>Identification</p> 	<p>Directory</p>  <p>Elevator Wayfinding</p>  <p>Elevator Directory</p>   <p>Elevator Landing Wayfinding</p> <p>Primary Destination Wayfinding</p>  <p>Identification</p> 
<b>Prototype Review and Recommendations:</b>	<ul style="list-style-type: none"> <li>A successful wayfinding program based on simple concepts, limited palette and a focus on legibility.</li> <li>Increase directory size and improve location</li> <li>Augment directories with print handouts, Web support, or maps at the help desk</li> <li>Maintain the strategy of a limited number of symbols at a large scale.</li> </ul>	<ul style="list-style-type: none"> <li>Limited understanding of how to use symbols by the population requires extensive education effort from staff as well as explanatory print materials.</li> <li>Directory needs to be much larger with definitions in multiple languages.</li> <li>Immersive identification sign approach was very successful.</li> <li>Standard module size worked well in the simple clinic environment.</li> </ul>	<ul style="list-style-type: none"> <li>Consistent large symbol sizes were very effective.</li> <li>A larger orientation directory or handouts needed at the major entrance points of each zone.</li> <li>Limit of eight slots on directional signs could prove difficult with the number of symbols in the system.</li> </ul>	<ul style="list-style-type: none"> <li>Directory map too hard to spot and symbols too small.</li> <li>Too many symbol size variations.</li> <li>Too many legacy system in place that confuse the visitor.</li> <li>Staff training and support materials are needed to make the system effective.</li> </ul>